WHAT IS CLAIMED IS:

1. A composite pavement marking having a marking length and a marking width transverse to the marking length, the marking width defined by marking sides extending along the marking length, wherein the pavement marking further includes a bottom extending along the marking length and marking width, the pavement marking comprising:

a first portion comprising a first portion width between first portion sides that is less than the marking width;

a unitary retroreflective article attached to the first portion of the pavement marking, wherein a first portion height is defined by the distance between a top surface of the unitary retroreflective article and the bottom of the pavement marking; and

a second portion surrounding the first portion on at least two opposing sides, wherein the second portion comprises a second portion height above the bottom of the pavement marking that is different than the first portion height.

2. The composite pavement marking of claim 1, wherein the second portion height is greater than the first portion height.

3. The composite pavement marking of claim 1, wherein the unitary retroreflective article and the first portion extend along substantially all of the marking length.

4. The composite pavement marking of claim 1, wherein the first portion comprises a plurality of ridges having a ridge height above the bottom of the pavement marking.

5. The composite pavement marking of claim 4, wherein the ridges extend across the first portion width.

6. The composite pavement marking of claim 4, wherein the ridge height is equivalent to the second portion height.

7. The composite pavement marking of claim 1, further comprising a base pavement marking, wherein the second portions of the composite pavement marking are formed in the base pavement marking.

8. The composite pavement marking of claim 7, wherein the unitary retroreflective article is attached to the base pavement marking.

9. The composite pavement marking of claim 1, wherein the unitary retroreflective article is adhesively attached to the first portion of the pavement marking.

10. The composite pavement marking of claim 1, wherein the second portion comprises a plurality of retroreflective elements.

11. The composite pavement marking of claim 10, wherein at least some of the plurality of retroreflective elements are attached to a plurality of protrusions extending above and separated by a valley area within the second portion, wherein the height of the plurality of protrusions above the bottom of the pavement marking defines the second portion height.

12. The composite pavement marking of claim 11, wherein the valley area in the second portion defines a valley height above the bottom of the pavement marking, and further wherein the valley height of the second portion is about equal to or less than the first portion height.

13. The composite pavement marking of claim 1, wherein the unitary retroreflective article exhibits a first color and the second portion of the pavement marking exhibits a second color that contrasts with the first color.

14. The composite pavement marking of claim 1, wherein the unitary retroreflective article and the second portion of the pavement marking exhibit a uniformly lightly colored appearance.

15. The composite pavement marking of claim 1, further comprising a plurality of discrete first portions surrounded by a second portion, each of the plurality of first portions comprising a discrete unitary retroreflective article attached thereto.

16. The composite pavement marking of claim 15, further comprising a base sheet substantially coextensive with the marking length and the marking width, wherein the unitary retroreflective article within each of the plurality of first portions and the second portions are attached to the base sheet.

17. The composite pavement marking of claim 15, wherein each of the first portions are defined by voids formed through the second portion.

18. The composite pavement marking of claim 15, wherein the second portion height is greater than the first portion height.

19. The composite pavement marking of claim 15, wherein the second portion comprises a plurality of retroreflective elements.

20. The composite pavement marking of claim 19, wherein at least some of the plurality of retroreflective elements are attached to a plurality of protrusions extending above and separated by a valley area within the second portion, wherein the height of the plurality of protrusions above the bottom of the pavement marking defines the second portion height.

21. The composite pavement marking of claim 15, wherein the unitary retroreflective articles exhibit a first color and the second portion of the pavement marking exhibits a second color that contrasts with the first color.

22. The composite pavement marking of claim 15, wherein the unitary retroreflective articles and the second portion of the pavement marking exhibit a uniformly lightly colored appearance.

23. A composite pavement marking having a marking length and a marking width transverse to the marking length, the marking width defined by marking sides extending along the marking length, wherein the pavement marking further includes a bottom extending along the marking length and marking width, the pavement marking comprising:

a first portion comprising a first portion width between first portion sides that is less than the marking width, the first portion extending along substantially all of the marking length;

a unitary retroreflective article attached to the first portion of the pavement marking, wherein a first portion height is defined by the distance between a top surface of the unitary retroreflective article and the bottom of the pavement marking, and further wherein the unitary retroreflective article extends along substantially all of the marking length; and

a second portion surrounding the first portion on two opposing sides, wherein the second portion comprises a second portion height above the bottom of the pavement marking that is greater than the first portion height.

24. The composite pavement marking of claim 23, wherein the unitary retroreflective article is adhesively attached to the first portion of the pavement marking.

25. A method of manufacturing a composite pavement marking having a marking length and a marking width transverse to the marking length, the marking width defined by marking sides extending along the marking length, wherein the pavement marking further includes a bottom extending along the marking length and marking width, the method comprising:

providing a retroreflective base pavement marking; and

attaching a unitary retroreflective article to the base pavement marking; wherein the base pavement marking and the unitary retroreflective article define a first portion and a second portion surrounding the first portion on at least two opposing sides; the first portion comprising a first portion height defined by the distance between a top surface of the unitary retroreflective article and the

bottom of the pavement marking, and the second portion comprising a second portion height above the bottom of the pavement marking that is different than the first portion height.

26. A method according to claim 25, wherein the second portion height is greater than the first portion height.

27. A method according to claim 25, wherein the unitary retroreflective article is adhesively attached to the base pavement marking.

28. A method according to claim 25, wherein the unitary retroreflective article and the base pavement marking each comprise a length coextensive with the marking length.

29. A method according to claim 25, wherein the base pavement marking comprises a plurality of ridges having a ridge height above the bottom of the pavement marking, and further wherein attaching the unitary retroreflective article comprises attaching the unitary retroreflective article over the plurality of ridges.

30. A method according to claim 29, wherein the ridge height is equivalent to the second portion height.

31. A method according to claim 25, wherein the base pavement marking comprises a plurality of retroreflective elements attached to a plurality of protrusions extending above and separated by a valley area within the second portion of the pavement marking, wherein the height of the plurality of protrusions above the bottom of the pavement marking defines the second portion height.